HEAD START VIDEO ★ ANNOUNCER SCRIPT WITH TESTIMONIAL KRANZLER KINGSLEY COMMUNICATIONS, LTD. ★ OCTOBER 29, 1998

(Announcer voice over light music intro)

(Look into the eyes of a child, full of eager imagination)...mixed with the challenges of learning, growing, and fitting in. Look into the eyes of a young parent, full of high hopes for the child...but also the struggles of finding the money, time, and knowledge that a parent needs. Those eyes are chock-full of possibilities. All they need is a head start.

That's what Head Start of North Dakota is doing for children and parents of income eligible families. Head Start reaches out with help for preschool children...not just learning their ABCs, but learning how to live active and healthy lives...to interact with other children...and to get regular medical and dental care. It reaches out to parents with support so they can become self-sufficient and also with family education and involvement programs to give moms, dads, brothers, and sisters the knowledge and self-esteem they need to grow as well!

(Brad Holcolm)

THEY NOT ONLY OFFERED THAT PRESCHOOL HEAD START NOT ONLY IN TERMS OF CURRICULUM, YOU KNOW NOT ONLY READING AND WRITING AND SOCIALIZING, BUT THEY HAVE A NUMBER OF PROGRAMS THAT DEAL WITH THE FAMILY.

(Lori Holcolm)

HEAD START PROVIDED US WITH EVERYTHING A PAID OR PRVATE DAY CARE OR PRESCHOOL WOULD PROVIDE FOR OUR KIDS. AND EVEN MORE THINGS WITH THE PARENTS BEING ABLE TO BE IN THE CLASSROOMS. (PROVIDING PARENT EDUCATION THINGS FOR PARENTS.) IT WAS JUST A WONDERFUL OPPORTUNITY ALL AROUND FOR ALL OF US.

(Brad Holcolm)

SOME OF THE THINGS THAT HEAD START HAS TAUGHT OUR CHILDREN..THE LIST IS ENDLESS, BUT THE MAJOR ONES ARE YOU KNOW HELP IN TERMS OF MATURITY..SELF ESTEEM, THAT'S THE BIG ONE, (SOCIALIZATION SKILLS, HOW TO GET ALONG WITH OTHER PEOPLE, SHARING...) THESE ARE THE SAME KINDS OF THINGS THAT HAPPEN IN THE PUBLIC SCHOOL, BUT IT HAS MORE OF A FOCUS I THINK IN HEAD START.

(Announcer)

Because children must be healthy and well nourished in order to learn, Head Start helps to provide healthy meals and regular health and development screenings.

(Margaret Gates)

...THEY CAN GET UP, THEY COME, THEY KNOW THEY'RE GOING TO HAVE BREAKFAST WHEN THEY GET HERE. THEY'RE GOING TO HAVE THAT LUNCH AND THEY'RE GOING TO HAVE THAT SNACK BEFORE THEY DO GO HOME. AND THE'RE MADE NUTRITIOUS...

(Lori Holcolm)

...IF YOU HAVE TROUBLE GETTING YOUR KIDS TO SEE A DENTIST, OR GETTING YOUR KIDS IN TO THE DOCTOR, HEAD START WILL OFTEN TIMES BE ABLE TO PROVIDE THAT CONNECTION FOR YOU.

(Announcer)

As a regular part of a child's day, Head Start encourages other healthy activities like brushing teeth...or ways of playing that stimulate both the child's imagination and positive interaction with other children. (It also encourages quiet time as a healthy contrast to the day's activities.)

(Lori Holcolm)

THEY PLAY SO HARD ALL DAY LONG AND THEN THEY EAT THEIR LUNCH AND THEY BRUSH THEIR TEETH AND THEN THEY HAVE AN ACTUAL TIME FOR QUIET TIME...NAP TIME...THEY'RE NOT REQUIRED TO ACTUALLY TAKE A NAP, BUT JUST LAY STILL AND LET THEIR BODIES RELAX A LITTLE BIT AND HAVE SOME QUIET TIME...

(Brad Holcolm)

ALL THE PEOPLE THAT WORKED AT HEAD START WERE JUST GREAT PEOPLE, JUST UP AND CARING. ANOTHER THING THAT I THINK THEY LOVED WAS THE FREEDOM AT HEAD START, THEY HAD THE ABILITY TO CHOOSE WHAT THEY WANTED TO DO. AND JUST...THERE WAS A CERTAIN FREEDOM THERE.

(Lori Holcolm)

SOME OF THE ACTIVITIES THAT I THOUGHT WERE REALLY NEAT THAT THE KIDS WERE ABLE TO DO IN HEAD START WERE THINGS, MESSY THINGS THAT YOU WOULDN'T NECESSARILY ALLOW YOUR CHILD TO DO AT HOME, SUCH AS FINGER PAINTING...ACTUALLY, SINGING SONGS (...NOT ALL PARENTS FEEL REAL COMFORTABLE SINGING WITH THEIR KIDS...)

(Margaret Gates)

I THINK CULTURE IS A BIG PART OF THE HEAD START PROGRAM...AND I THINK THAT'S REALLY GOOD THAT THEY GET A CHANCE TO (SEE THAT PART OF IT BECAUSE NOT ALL OF THAT TAKES PLACE IN THE HOME) NOT EVERY HOME. JUST BECAUSE THE CHILD IS NATIVE AMERICAN, NOT EVERY HOME PRACTICES THE CULTURS, SO THEY GET TO SEE FIRST HAND.

(Announcer)

Many families have their own special needs, and Head Start of North Dakota is able to help in many ways by aiding parents with busing children to and from the Head Start Center...encouraging parents to read to their children, and to be self-sufficient...and providing for the needs of children with disabilities.

(Lori Holcolm)

ONE CHILD IN PARTICULAR, SHE HAD TO WEAR A BRACE ON HER LEG. SHE WAS A BREACH BABY AND SO WITH THAT, WE WERE KIND OF CONCERNED ABOUT HER SOCIAL SKILLS, AND WITH HEAD START, EVEN THOUGH SHE WAS IN A BRACE WHE SHE WAS IN SCHOOL, HER SOCIAL SKILLS JUST GREW. SHE BECAME FROM A CHILD WHO WAS JUST LITERALLY HANGING ON ME, BEFORE SHE WOULD GO OUT THE DOOR, TO A CHILD THAT WOULD BE WAVING GOODBYE TO ME AT THE BUS..."BYE MOM, I CAN DO THIS BY MYSELF, NOW YOU JUST RELAX, I'VE GOT IT ALL UNDER CONTROL." AND SHE REALLY DID. SHE BECAME VERY VERY SOCIAL, AND SHE WAS A REAL QUIET CHILD BEFORE BUT HEAD START JUST LET HER BLOSSOM AND GROW...

(Brad Holcolm)

...ALTHOUGH THE HEAD START PROGRAM HAS A LOT OF THOSE PROGRAMS IN IT FOR PEOPLE WHO HAVE SPECIAL NEEDS, THERE'S REALLY SO MUCH MORE TO IT THE LOVE AND THE CARING AND...AND THE FREEDOM THAT THEY WOULD GIVE CHILDREN...SOME OF THE THINGS THAT

MY KIDS JUST LOVED ABOUT HEAD START WERE...RIDING THE BUS. THEY JUST LOVED RIDING THE BUS. YOU KNOW THE BUS DRIVER WAS SO NEAT.

(Lori Holcolm)

AND THEN THE TRANSITION FROM HEAD START TO KINDERGARTEN WAS AMAZING. THESE KIDS ACTUALLY COME IN AND WITH THE HEAD START, JUST READINESS TO LEARN. NOT NECESSARILY KNOWING ALL OF THEIR ABC'S AND 123'S, BUT THEY ARE LEARNERS. THEY ARE READY TO ACTUALLY LEARN WHAT NEEDS TO BE DONE IN KINDERGARTEN.

(Announcer)

One special program offered in some North Dakota towns is Early Head Start, a program specifically designed to teach new and expectant parents how to provide for the healthy growth of their new children.

(Lori Holcolm)

I THINK, KIDS DON'T COME WITH A HANDBOOK AND OFTENTIMES THERE'S THOSE LITTLE THINGS THAT YOU WANT TO DIND OUT ABOUT. OR MORE ELABORATE QUESTIONS OR PROBLEMS THAT YOU MIGHT HAVE...THERE'S WONDERFUL RESOURCES TO BE ABLE TO BE CONNECTED WITH IN THAT RESPECT...

(Announcer)

There's so much more to building healthy families than just the growth of the children. With on-site childcare and programs like the policy council, Head Start helps parents out by providing opportunities to get involved, to cultivate skills, and to build confidence.

(Margaret Gates)

BEING ON POLICY COUNCIL I GUESS HAS HELPED ME...IT'S A VERY IMPORTANT PART OF HEAD START. IT GETS YOU MORE INVOLVED WITH WHAT'S GOING ON IN YOUR CHILD'S CLASSROOM, WHAT THEY NEED TO BE LEARNING, WHAT THEY COULD BE LEARNING, WHAT THEY SHOULD BE...

(Lori Holcolm)

I WAS ALSO ABLE TO BE ABLE TO, AFTER I WAS INVOLVED IN THE CLASSROOM, I KIND OF GOT SOME SELF-CONFIDENCE IN MY OWN ABILITIES AND WAS ABLE TO SERVE AS A REP TO POLICY COUNCIL AND MY LEADERSHIP SKILLS GREW SO I WAS ABLE TO SERVE ON VARIOUS OTHER COMMITTEES SUCH AS THE STATE HEAD START ASSOCIATION...

(Margaret Gates)

I CAN RECALL SOME OF THE ACTIVITES WE DID, THAT TEACHERS WOULD COME IN AFTER HOURS, WE HAD PARENT MEETINGS, SOME OF THE STAFF WOULD BE INVOLVED IN THOSE, WE HAVE YOU KNOW DIFFERENT PARADES, DIFFERENT...A LITTLE MINI-POWWOW THEY HAVE FOR THE HEAD STARTS, THE STAFF GETS INVOLVED IN THAT. THEY LEAVE THE DOOR OPEN FOR THE PARENTS TO GET INVOLVED IN THAT, WORKING ON COSTUMES FOR THE KIDS AND SO...IT'S A BIG ADVANTAGE FOR THE PARENTS TO GET INVOLVED IN HEAD START. IT MAKES IT A LOT EASIER FOR THE KIDS AND THE PARENTS.

(Announcer)

Head Start of North Dakota really works with income-eligible families...as well as the whole community through a network of other concerned agencies...to foster healthy growth in children and parents.

(Lori Holcolm)

MANY TIMES PEOPLE, WHEN THEY'RE IN A LOW-INCOME SITUATION, FEEL THAT...MAYBE FEEL DOWN ON THEMSELVES ABOUT BEING LOW INCOME. ACTUALLY I, MY HUSBAND AND I, FELT THAT WE WERE VERY LUCKY AT THIS POINT IN OUR LIVES TO BE LOW INCOME...BECAUSE IF WE HADN'T MET THE CRITERIA, THE INCOME ELIGIBILITY CRITERIA, WE WOULD NOT HAVE BEEN ABLE TO GET OUR CHILD, OUR CHILDREN INTO THE HEAD START PROGRAM...AND HEAD START IS SO COMPREHENSIVE...

SO IT'S A WONDERFUL DAY FOR THESE KIDS...IT'S A WONDERFUL EXPERIENCE THAT THEY'RE ABLE TO BE HERE, AND HAVE A FACILITY AND A PLACE FOR THEM TO BE ABLE TO DO THESE KIND OF THINGS AND PROVIDE THE OPPORTUNITIES TO PARENTS AND CHILDREN OF LOW INCOME KIDS.

(JINGLE OUT)

Reaching out, Doors are opening. The best start is a Head Start into growing. It's as easy as ABC, Chock-full of possibilities...Everything you can be!

Reaching out...

The best start is a Head Start, Head Start! The best start is a Head Start, Head Start!